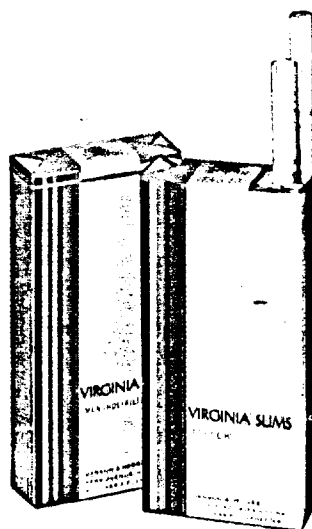


The Sweet Smell of Success 3% of women smokers in six months!

Virginia Slims has come a long way, Baby.



And we're going after another 3%



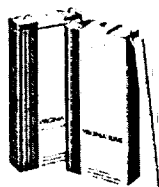
Lucille Watson
had to sneak out to the chicken coop
to smoke a cigarette.

You don't have to play hide and smoke anymore.
Now there's even a cigarette for women only.



New Virginia Slims.

This is the slim cigarette made just
for women. Blended with the kind of
flavor you'll like. Full rich Virginia
flavor. Tailored slimmer than the fat
cigarettes men smoke. Extra long.
In the distinctive stopped pack.
Regular or Menthol.



You've come
a long way, baby.



The woman is neither sufficiently sensible nor sufficiently responsible to vote. Of politics and issues she is, by nature, ignorant. Give a woman the right to vote and, by heavens, next thing you know, she'll want to smoke like a man. —Wm. D. Miller

By heavens, Nolan was right. First, you women
got the vote, and now you've got a cigarette all your own.



Virginia Slims.

Slimmer than the fat cigarettes
men smoke. They're tailored slim
to fit your handy, your lips, your
pencil. And blended with the
full, rich Virginia flavor women
like. Extra long. Light one up.
Regular or Menthol.



You've come
a long way, baby.

...In print



Special Coro Rope Chain Offer from Virginia Slims.

The slim cigarette made just for women.



Coro "Slim Look" Rope Chain Offer
from Virginia Slims.

Your choice: 1 Coro "Slim Look" Rope Chain
for \$100 and 2 bottom panels from
Virginia Slims packs (Regular or Menthol)
or 3 different Coro Chains for \$250 and
2 bottom panels of Virginia Slims Packs.

By order and receipt only for eligible.

You've come
a long way, baby.

Coro "Slim Look" Rope Chain Offer from Virginia Slims.

Your choice: 1 Coro "Slim Look" Rope Chain for \$100 and 2 bottom
panels from Virginia Slims packs (Regular or Menthol) or 3 different
Coro Chains for \$250 and 2 bottom panels of Virginia Slims Packs.

Source: <https://www.industrydocuments.ucsf.edu/docs/rtxk0000>

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At point of sale